

## MODULE DESCRIPTOR

<b>MODULE TITLE</b>	INTRODUCTION TO MARKETING		
<b>MODULE CODE</b>	MK1001 (L4)	<b>CREDIT VALUE</b>	40 UK CREDITS / <u>20 ECTS</u>
<b>SCHOOL</b>	SCHOOL OF BUSINESS AND MANAGEMENT		

### MODULE AIMS

This module introduces students to the fundamental concepts and principles associated with marketing. The module provides a broad foundation to prepare students for the study of specialist modules at level 5 dealing with topics such as marketing management, buyer behaviour and integrated marketing communications. The module explores marketing from both a traditional and digital perspective, introducing students to the media relevant to the current marketplace.

### MODULE CONTENT

**Indicative syllabus content:**

- Definitions of marketing
- The marketing concept
- Marketing as an exchange process
- Contemporary consumer
- Psychological aspects of marketing
- The marketing environment
- Segmentation, targeting, differentiation and positioning
- The marketing mix
- Product and the product life cycle concept
- New product development
- Introduction to brand management
- Pricing decisions
- Distribution
- Promotional strategy – the IMC mix, including media channels
- Introduction to marketing research
- Corporate social responsibility, ethics and social marketing

### INTENDED LEARNING OUTCOMES

**On successful completion of this module a student will be able to:**

1. Discuss the key concepts and frameworks of marketing.
2. Discuss the application of marketing practices from the point of view of the contemporary consumer.
3. Discuss the application of marketing mix by organisations.
4. Assess the current trends in marketing.

### TEACHING METHODS

The module is delivered in a flexible way to allow the appropriate use of time for different pedagogic methods including lectures, case studies, discussions, quizzes, guest speaker events and so on. The lectures introduce the students to fundamental concepts of marketing, while the case studies and discussions allow the students to explore and apply theory to real company examples. The supportive framework of lectures, case studies and discussions assist the students in achieving learning outcomes 1, 2, 3 and 4. Throughout the module, a number of critical discussion questions are adopted to facilitate the learning process. Learners are encouraged to present key findings linked to their assessment so that useful feedback can be provided in an attempt to maximise student assessment performance, offer formative feedback and improve student experience. The assessment consists of three elements, testing the achievement of learning outcomes 1, 2, 3 and 4. For the first assignment, the students complete seminar papers on broad marketing topics. The second assignment is an in-class test. The third assignment asks students to make a group presentation about the marketing strategies of a given company.

### ASSESSMENT METHODS

This module is assessed through one Individual Essay, one In-class test and one Group Presentation.